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ARCADIAN

Dear ARCADIAN Subscriber-Programmer:

You will be receiving the current issue of the ARCADIAN at about the same time as this letter. In there you will see some notes regarding a meeting I attended last month in Chicago with AstroVision personnel. One of the important items discussed then was the generation of "third-party" software - that is, material created by neither the buyer nor the seller, but some outside individual.

Since each Arcade as marketed by AstroVision will contain the Basic videocade as a free item, every purchaser will receive one, and you can be sure that most of them will try out the "freebie" - and they may get hooked. If so, they will be wanting to get more ready-made programs, either to supplement the factory videocades or to help themselves learn more.

We should all therefore look to see where we may benefit from this expected demand. And there will be a demand - look at the following firm figure: 60,000 units to be sold this year. pick any percent figure to represent those who would be interested in taped programs - 5%? that would be 3000 customers. The 60K figure is not unreasonable, many have already been pre-sold (orders have been taken). The next year projection is for almost double.

You may want to consider preparing programs for this market. I am working with current advertisers of software (such as L&M, etc.) on this project and if you are interested in seeing what develops, let me know.

Along another tack, I intend to market an accumulation of ARCADIAN programs on the lines of "Best of ...", and I would like to include the material you have submitted to me for publication. A royalty would of course be paid. At the moment, I am thinking of having one tape for each year of ARCADIAN, and would include 5 programs of 1979 and 10-12 from 1980. The royalty would be in the range of 0.25 per program. Dick Houser is working up the list and other details, but I wanted to get your opinion and approval to use your program(s) - well, tentative approval, I know that you would want to see a proposal first.

Once you indicate your provisional agreement, Dick will contact you with details for your final approval.

Looking forward to your response, suggestions, opinions, etc.,
Yours truly,


Bob Fabris